

The background of the entire slide is a collage of various business-related photographs, including people in meetings, working at computers, and interacting with each other. Overlaid on this collage is a network of thin, light blue lines that connect different points across the image, suggesting a digital or data network.

# Silvertrak

A large, semi-transparent grey arrow points from the left side of the slide towards the right, positioned behind the 'CAPABILITY STATEMENT' text.

## CAPABILITY STATEMENT

INNOVATIVE  
MEDIA MIGRATION

**DAM**  
smart



**OUR MISSION IS TO  
CREATE VALUE FOR  
OUR CLIENTS IN AN  
EVERCHANGING  
WORLD**

# SILVER TRAK DIGITAL

Silver Trak Digital is a leading technology company providing content owners and media companies with innovative, software/cloud-based media Logistics and technology enhanced distribution services.

Silver Trak Digital is trusted by the industry's biggest names and is an important supplier to broadcast, media, production, distribution and corporate markets.

Our staff has a wealth of experience in versioning and compliance, content aggregation, media management and sales fulfillment.

By providing a combination of innovative technology and experience, Silver Trak Digital's media services enable content owners and media companies to address the complexities they face operating in today's fast paced digital market.

*Our mission is to create value for our clients in an everchanging world.*





**SPORT  
MEDIA  
BROADCAST  
DISTRIBUTION  
NEWS  
CORPORATE**

## **MEDIA ROOM MR3**

The centre piece of Silver Trak's services and key to the management, processing and delivery is Media Room, now in its third iteration - MR3.

Media Room is your secure repository for the electronic receipt of broadcast files from anywhere, provides transcode and frame rate conversion, facilitates web-based services (clipping, annotation, tagging, etc.), creates screeners and delivers hi-res or proxy files anywhere, anytime.



Media Room is used by many of the world's leading media organisations, production companies, sporting bodies, news organisations and corporate/enterprise.

Through a secure, self-serve B2B web portal, content can be accessed from any internet connected device (mobile phone, tablet or other). Clients can search, retrieve, playback, clip and share files, as well as access associated metadata and sidecar files. Broadcast deliveries with attachments such as audio stems are easily set up and delivered to one or more recipients.

Security of content is critical to MR3 and high-level encryption protocols exist by default. Studio grade security can be added as required.

All deliveries; Broadcast or Screener are tracked to point of delivery and noted when opened and/or downloaded, with real time transparency for the creator.

**For more go to: [mediaroom.com.au](http://mediaroom.com.au)**



## OUR SERVICES

### AGGREGATION / ACCESS SERVICES

#### Silver Trak Digital Is Your One Stop Digital Supply Chain

##### **Format and Delivery to Specification**

Many of the major and best-known OTT platforms utilize the professional services that Silver Trak provides. Foxtel, Netflix, iTunes, Sony Playstation and others are all counted as our valued clients. Silver Trak Digital has been appointed as a Netflix Preferred Fulfilment Partner acknowledging our rigorous attention to detail, fast service and quality control standards.

##### **Closed Captioning**

Closed Captioning, Subtitling and Translation services in a multitude of languages.

##### **Quality Control**

Evaluation to detect any video or audio anomalies, broadcast legality violations, and any other specific item requiring monitoring.

##### **Project Management**

Our project management team oversees the fulfilment of your order from inception through to delivery. With our experienced team you will always have a point of contact to keep you informed on the progress of your order.

##### **Encoding, Transcoding and Dubbing**

We work with all source formats and create metadata, captions, multilingual subtitles/audio dub tracks and deliver media in virtually all desired codec(s) in any format wrapper.

##### **Digital Delivery**

Silver Trak Digital's gigabit pipes coupled with Aspera and other available high-speed file transfer options get your job delivered quickly.

Silver Trak Digital is the preferred aggregator for Foxtel for all Australian produced content.

Silver Trak Digital stores, conforms and delivers all ABC Content Sales' content worldwide.

##### **Netflix Preferred Fulfilment Partner**

- NPFPs are an elite group of carefully vetted and certified facilities.
- Selected to provide superior quality support services geared specifically to Netflix program preparation.
- Required to adhere to a rigorous performance standard.
- NPFPs are a key component to efficient and cost-effective Netflix asset deliveries from content providers.



**BROADCAST DUPLICATION  
AND FILE BASED SERVICES**

We can manage all forms of duplication from a single broadcast clone to multiple copies and formats. Within this service we offer HDCAM SR, HDCAM, Digital Betacam, DVCPro, DVCAM, HDV, SP Betacam, 1” C-Format, as well as handling many other legacy formats.

Silver Trak Digital was the first company in the Southern Hemisphere to install Snell’s 3Gbps Alchemist Ph.C HD Motion-Compensated Standards Converter with Snell’s FileFlow™. We are now also the first company in Australia to have the new Alchemist GV File.

4K, SDR and HDR file-based workflows are no longer the ‘talk of the future’. 4K workflows are here now and Silver Trak Digital is ready. We have invested in high-end technologies such as Clipster, Transkoder and Iris and we have the capacity to electronically receive and deliver large 4K files. Talk to us to see how we can assist in your 4K workflows.

With 30 years of experience in video technologies, Silver Trak Digital can guarantee the best possible conversions of your video source material. We can convert to and from any video tape format and standard, file based or video tape based.

**TECHNICAL ASSESSMENT  
(QC) SD, HD AND 4K-SDR & HDR**

Different broadcasters in Australia and around the world have different and changing technical requirements. Workflows are becoming increasingly file based which brings new challenges to Quality Control. Our Technical Assessment team will guide you through these requirements, based on the most exacting of standards, leaving your media acceptable for broadcast on just about any platform.

Silver Trak Digital now offer full 4K QC in our new 4K QC suite. We also offer Harding Flash Pattern Analysis (FPA).

Not only will Silver Trak Digital quality control the content of files, but also ensure the integrity of the file is sound and the file is playable on most known file players/systems, now and in the foreseeable future. This is a unique service not offered by any other company in Australia.

Changes in audio levelling from quasi PPM audio metering utilised in broadcast to Loudness Based audio levelling as well as other ongoing changes brings new challenges to Technical Assessment worldwide. Silver Trak Digital can not only assess your programs (tape or file) for these challenging changes, but fix audio discrepancies during the QC process.

Our Technical Assessment staff are widely credited with setting the standard for QC and technical assessment in Australia. They have worked with both local and international distributors in creating the benchmarks for technical assessment for SD, HD and 4K programs.

We provide our clients with the highest QC standards for every project and we stand firmly behind our products. We offer Technical Assessment Services to suit every workflow and deliverable requirements. Silver Trak Digital is a preferred supplier of Technical Assessment services for BBC in Australasia.

Silver Trak Digital is an approved 4K HDR Master QC facility for Netflix.

**AUDIO SERVICES**

Real time HD Frame rate conversions of programs with Dolby E encoding is possible through the installation of our Snell 3Gbps Alchemist Ph. C-HD Standards Converter, cutting down on costs and time associated with this type of work.

Silver Trak has developed unique expertise in handling diverse audio requirements in duplication and encoding; audio playback, remapping channels, copying Dolby E during frame rate conversions and standards

conversions, encoding and decoding Dolby data and embedding and de-embedding audio.

**DIGITAL CINEMA MASTERING AND  
MANAGEMENT - DCP MASTERING AND  
LOGISTICS FOR CINEMA RELEASES**

Silver Trak Digital embraces technology in all services, but none more so than our DCP and Mastering processes.

- Our Services include:**
- DCP Creation UHD, HDR, 4K, 8K, 2D, 3D
  - DCDM Productions
  - DCP File Conversions
  - KDM Generation and Management for ultimate delivery security
  - DCP Duplication and Distribution Services

Since commencement, Silver Trak Digital has been mastering Digital Cinema in our fully DCI compliant Clipster/Transkoder suite – the fastest most reliable solutions on the market.

We handle all file formats for all kinds of projects including 3D feature films and multi-lingual subtitled releases, with quick turnarounds and distribution.





## OUR SERVICES

//continued

### DIGITAL CINEMA MASTERING //continued

In 2019 we joined forces with Motion Picture Solutions (MPS) embracing the technology for rapid network transfers of theatrical releases. Continuing our HDD hardcopy deliveries we ensure that our clients and their exhibitors receive new releases on schedule to meet critical screening dates and as the IP-based electronic distribution network expands across Australia and New Zealand Silver Trak Digital will be ready to progress even faster and more secure network orders and delivery options for Studios and Exhibitors alike.

With years of experience operating the network delivery system through Europe and the US the dedicated secured bandwidths and P2P technology has proved its value in optimising the transfer of feature releases, KDM transfers and the automation of delivery and verification.

### MULTIMEDIA SERVICES

The ability to master the ever-changing world of files is essential in our business today. We have staff dealing only with file creation, file transcoding as well as tape to file and file to tape work. Enhanced CDs, DVDs and Blu-ray creation is only part of our capability. Issued arising from rapid technology changes require an informed, correct response based on many years' experience working on the cutting edge of file technology.

Silver Trak Digital is the only Australian company to offer 4K Ultra HD Blu-ray authoring. We joined the

UHDG focus group in early 2015 to lead the way for Australian companies to get access to this exciting technology. This shows our focus to continually bring the latest technologies to Australia and our support for the Australian film distribution community.

We use Cinemacraft HDe for Blu-ray encoding and Cinemacraft SP3 for DVD encoding; the best encoders in the world for DVD and Blu-ray. For Blu-ray authoring we use Scenarist; widely recognised as the leading Blu-ray software in the world today.

Additionally, we work with the following software packages:

- Final Cut Pro Studio
- Avid Media Composer
- Full Adobe Suite

### OPTICAL MEDIA SERVICES

We offer clients value for money and fast turnaround optical media burning; CD-R, DVD-R and Blu-ray. In Sydney's largest disc duplication facility, we offer the choice of UV cured InkJet via TapeMatic Optical Media UV Digital Printer, Thermal, Silk Screen or Off-set print directly onto the discs. We offer all types of packing options including distribution.

This service provides the client with all the benefits disc burning offers:

- Fast turnaround
- Professional print/packing options normally only associated with large replication runs



## OUR SERVICES

//continued

### DISC REPLICATION SERVICES

We replicate discs for many industries, CD, DVD5, DVD9, DVD10, Blu-ray25 and Blu-ray50. Replication is a very cost-effective manufacturing process enabling fast information distribution to large target markets. Our approach to these services emphasises customer service excellence and strong relationship management and recognises the challenges associated with large replication runs; i.e. mastering details and deadlines.

### DAMSMART DIGITISATION SERVICES

Acquired by Silver Trak in 2018; DAMsmart is Australia's leading audio-visual conversion and digitisation service provider. For over 10 years the team of professional film and format technicians have

worked on some of Australia's and other countries' most valued film and tape archives.

Breathing life into legacy formats; DAMsmart has the equipment, experience and passion to understand the emotional, historic and financial value in archival content.

With the advances in digital technology and recording the life expectancy of aging formats has become critical, with an estimated 40% of archival content being lost forever through deterioration and poor preservation.

DAMsmart, now the largest commercial facility in Australia, has completed essential work for the National Archive of Australia, the National Film and Sound Archive, as well as similar works for Hong Kong and South Africa with countless association, sporting organisations and commercial works also passing through their processes.

DAMsmart digitisation is the single necessary step between visually supported history and increasing forgotten stories.







# OUR STAFF

We have highly trained and extremely motivated staff in all areas of our business. This level of expertise has allowed Silver Trak Digital to become a market leader within our range of services. Our staff is the heart, soul and intellect of our business.

## **TIM CRESWELL** **CHIEF EXECUTIVE OFFICER** tim@silvertrak.com.au

Tim has worked in the Film and Television Industry for over 20 years.

Tim started his career working for major Motion Picture studios and Video Distribution companies. During this time, he managed DVD and Blu-ray authoring businesses and tape duplication facilities. With a Bachelor of Business degree, Tim has experienced all aspects of the industry and understands working to tight deadlines and the necessity of getting things right the first time, from both client and supplier perspectives.

With this in mind, Tim set up Buff Dubs in 2005 and has seen the business grow into a substantial business with the ability to compete on any level across many services. The business has a focus on offering the best service and personal attention.

## **CHRISTIAN CHRISTIANSEN** **CHIEF OPERATING OFFICER** christian@silvertrak.com.au

With a Masters degree in Finance and Business Administration Christian has spent more than 25 years in the media and post services industry. Holding senior management roles for companies such as Sony Australia, Comcopy, Sydney Multimedia Company and Video 8; Christian is often called upon to present and talk about industry changes and technology advancements.

In January 2012, Christian acquired Silver Trak Digital from Video 8 and developed the tape sales, authoring and CD/DVD/Bluray services.

In March 2013 Silver Trak Digital merged with production and post-house company Buff Dubs Pty Ltd consolidating operations under the Silver Trak Digital banner.

Christian's industry knowledge, senior management and sales experience brought together and promoted the combined broadcast services of the two companies and commenced a solid expansion into Digital Broadcast and Media Asset Management.

Christian's unique understanding and solid knowledge of the Film and Television industry has allowed him to develop the business in a globalized marketplace targeting industry challenges to provide well placed and valued technology solutions for all industry players; government, sporting, corporate, theatrical and networks.

His experience and knowledge have grown the Silver Trak business from its early beginnings to becoming one of the largest commercial post-production services companies in Australia, with now expansions into South East Asia and New Zealand.

## **JOE KELLY** **GENERAL MANAGER** **DAMSMART AUSTRALIA / ASIA** joe@silvertrak.com.au

Joe Kelly is the co-founder and GM of DAMsmart and brings into the business an industry history and experience spanning some 30 years.

Joe spent several years working within the Broadcast industry in either supervisory or managerial capacities. Just prior to commencing DAMsmart he headed up the Preservation and Technical Services department for the National Film and Sound Archive of Australia and has developed a unique knowledge and experience in handling most (if not all) of the original

formats and motion picture mediums from film restoration and preservation through to tape, video and audio formats.

Joe has engaged in overseeing all of the projects undertaken by DAMsmart both within Australia and Internationally applying his knowledge and experience to ensure that the end result is a top-quality delivery. His expertise and focus on detail have made him one of the most sort after experts in the field of digitisation and conversion work and positioned DAMsmart as the single most professionally recognised digitisation company in Australia, Asia and elsewhere.

## **DAVID ELDER** **GENERAL MANAGER** **SILVER TRAK DIGITAL NEW ZEALAND** david@silvertrak.com.nz

As the General Manager of Silver Trak Digital New Zealand, David Elder brings with him over thirty-two years' executive leadership and senior management experience, reporting at CEO and director level and leading diverse teams in 24/7 mission critical operations. As a key influencer and driver of executive teams and a positive change agent within businesses he is particularly well known as a highly proactive strategist and innovator.

David has been involved in the New Zealand market for many years and has extensive industry and personal connections. He most recently enjoyed success as the principal of DECompl3x, Head of Business and Product Development at MediaHub Australia, On Air Services Executive and Head of Presentation and Programme Traffic at SKY TV NZ and Head of Presentation at TV3 in NZ.





**TIM SYMONS**  
**VICTORIA STATE MANAGER**  
tims@silvertrak.com.au

Tim has over 25 years of experience in the radio, television, post production and broadcast services industries.

Commencing his career in Adelaide at 5DN, he later moved to SA-FM taking on the role of Production Manager and on-air announcer.

Looking for new challenges Tim took up a position as sound engineer for Audiobrien in Sydney, a role which lead to becoming the Promotions Audio Producer at Network 10. In 1991 Tim moved to Melbourne as the Production Manager for radio Triple M. His experience and industry knowledge made him the perfect candidate for AAV Australia operating their inflight entertainment division servicing clients such as Qantas, Ansett, Virgin, Jetstar, Vietnam Airline and Gulf Air.

More recently Tim was engaged as the Content Manager, Broadcast Services, APAC, for Deluxe Australia where he was responsible for the management of the content acquisition, logistics, operational and delivery needs of Deluxe's broadcast and non-broadcast clients. Tim's knowledge of the content and distribution industries is second to none and is key to Silver Trak's expansion into the broadcast, media, production, distribution and corporate markets in Melbourne and Victoria.

**ROB GALLIMORE**  
**BUSINESS MANAGER**  
rob@silvertrak.com.au

With over 25 years in Senior Management roles both within Australia and Internationally Rob has brought a depth of business knowledge to the media industry.

Degree qualified in Management and Marketing Rob's background spans over 20 years in Operational and General Management. With knowledge and experience in financial, contracts, strategic and personnel management.

Having run multi-site government and commercial contracts Rob has spent the last 8 years working within the media industry and has developed considerable understanding and insight into the technologies and challenges facing the production industry.

Bringing together his operational and general business knowledge Rob has a pivotal role in managing the multiple requirements to facilitate Silver Trak's development, expansion and marketing plans and deployments.

**STEVEN MARCUS**  
**SOFTWARE DEVELOPMENT MANAGER**  
steven@silvertrak.com.au

Steven joined Silver Trak Digital in 2013. Steven has a B.A in Mathematics and Computer Science from Santa Clara University, California, He has over 20 years' experience as a senior software developer, having worked all over the world writing software for broadcast, finance and other industries. Steven has been instrumental in the development of Media Room and will be a key player for Silver Trak Digital in our further transition into cloud-based service offerings.

**KYLIE THATCHER**  
**SERVICE MANAGER**  
kylie@silvertrak.com.au

Kylie has been in senior management for more than 10 years in the digital media industry.

She has a background as graphic designer and has worked in post-production, aggregation and authoring. Her work at Motionlink saw her manage high-volume projects for many local and international media organisations.

The client relationships she has built with film distributors, corporates and agencies have grown and developed with the industry and technology to ensure each business goes from strength to strength.

Kylie has developed unique internal work flows and a production management system to ensure all clients are provided with outstanding service, the highest levels of quality, efficiency, consistency and innovation.

**MATT CHRISTIE**  
**CUSTOMER SERVICE MANAGER**  
matt@silvertrak.com.au

Matt has over 10 years' experience servicing the broadcast industry. Matt joined Beyond Distribution in 2004 first as Servicing Coordinator looking after clients such as Discovery Channel and National Geographic. Later Matt took on the role as Post Production Manager. During his 5 years with Beyond Distribution, he gained knowledge in Post Production as well as local and international Program Distribution. In 2010 Matt joined Video 8 Media and soon gained the respect of customers as well as colleagues. Matt has a deep knowledge of distribution and broadcast requirements and has made many clients friends over the years.



**JAMES DARTNELL**  
**DIGITAL OPERATIONS MANAGER**  
jamesd@silvertrak.com.au

James has over 17 years of experience across Post Production, Broadcast, Digital Cinema and Content Distribution.

Commencing his career at Technicolor London in 2001, he started out coordinating and scheduling the facility operations across Audio, QC, Edit and MCR. After stepping into the role of Head of Production, he successfully embedded the emerging technologies that would become the Digital Media department into the facilities already busy production landscape.

After 11 years, James made the move to Sydney to look after operations for Technicolor Australia's growing Digital Media Services department, working on content aggregation, content distribution, improving day to day operational efficiency as well as being instrumental in onboarding new clients and workflows.

Most recently James was Head of Digital Operations at Deluxe Australia responsible for the day to day operations across Digital Cinema,

Media Services and Localisation. James has a desire to ensure clients' needs are met, on time, on budget, first time, every time.

**ROD CAPON**  
**TECHNICAL MANAGER**  
rod@silvertrak.com.au

Rod completed his television operations techniques certificate in 1984 at North Sydney TAFE and subsequently commenced his career at Video 8 Media where he gained his diverse base in television, film, video, production, distribution and broadcast.

In 1990 Rod branched out to establish TVD Broadcast, a significant supplier of broadcast services in the Sydney Market. As GM of TVD Broadcast, Rod oversaw the quality control, domestic and international program duplication and distribution for companies such as Opera Australia, Grundy Television, Southern Star, Hi-5, Paramount Pictures, Universal Pictures and others.

During his 20 years at TVD Broadcast, Rod developed many skills in archival processes, managing many large Archive and Restoration Projects for clients such as Malcolm Douglas Films, Opera Australia and Grundy Television's archival projects of Neighbours, Young Doctors, Prisoner and Sons & Daughters.

The skills acquired dealing with many old and troubled tape masters as well as developing clean archiving and restoration processes are second to none. Rod developed many new techniques to allow the transfer of old 8mm, 16mm 35mm film, 2" quad, 1"C, U-matic, 1/4" and D2 into digital formats. Many of these processes are utilised as standard archiving practices today around the world.

In 2010 Rod returned to Video 8 Media. He assisted in the development of the Video 8 Media cloud-based MAM solution, which

helped Video 8 Media establish itself as a market leader in broadcast file-based content delivery systems. Rod's 28 years in the media industries, his ability to adapt in an ever-evolving media market as well as having a great knowledge of legacy formats, has held him in high esteem in the Broadcast, Archival and Distribution markets, locally as well as overseas.

**KARLZ VARMA**  
**DIGITAL OPERATIONS MANAGER DAMSMART / SILVER TRAK - MALAYSIA**  
karlz@silvertrak.asia

Degree qualified in Communications and Media Management, from the University of South Australia; Karlz has spent the last 6+ years working in the media industry including roles with two of the largest producers and distributors of movies and entertainment in Malaysia: Vision Plus Entertainment and ASTRO Malaysia.

Her experience includes content acquisition, operations and delivery as well as project management.

Karlz was instrumental in the launch of TRX (The Right Exchange) through Asia, as well as project managing the market rollouts of HBO GO and Hello Channel for ASTRO.

On the operational front she has worked Aggregation services for IFLIX, Netflix, HBO, Turner, FOX, Disney and Discovery and is well regarded in coordinating these crucial content deliveries.

Karlz will now apply her experience and knowledge in establishing the new DAMsmart/ Silver Trak office and apply her skills to both Business Development and Operations Management.



# OUR OFFICES

## SYDNEY

**10 Addison Rd, Marrickville, NSW**

Head Office for Silver Trak Digital, the office houses equipment and talent for the provision of all the services offered under the Silver Trak umbrella.

Bringing together the combination of aggregation, post-production, QC and mastering services the office is the focal point for communications and future development.

Housing over 30 personnel the building has been going through a transformation every year in physical and technological form. Equipment upgrade has seen the latest server and internet transfer technology implemented to service our depth of clients from Netflix to single productions.

The site is equipped to deliver DVD duplication, DCP Mastering, Broadcast QC, Metadata Capture, 4K and 8K viewing and proofing rooms and is the hub for our Asset Management system "Media Room".

## MELBOURNE

**68 – 72 York St, South Melbourne, VIC**

Silver Trak's first satellite office, it is ideally positioned to service the Melbourne and surrounding regional centres.

Connected by high-speed internet lines with the Sydney office the office provides the ideal sales face for an expanding production and media market.

Commenced in 2017 – the office of 2 personnel now provide key services and communication for several local and interstate commercial and government clients and is targeted for expansion through 2019 and 2020.

## CANBERRA

**DAMsmart – 32 Essington St, Mitchell, ACT**

Acquired in 2018 DAMsmart is the largest commercial digitisation facility in Australia and has over the years handled some of the most significant archival collections from within Australia and Internationally.

As a preferred supplier to the National Film Archive and the National Film and Sound Archives, DAMsmart has been recognised nationally as the best digitisation and format conversion facility in the country.

Outside of Australia DAMsmart has played a significant part in the Archival conversion for locations such as Hong Kong and South Africa and continues to expand into the Asian markets as facilities across these areas dissipate and demand increases. Film and Tape libraries not converted to digital within the next few years will be lost forever.

Capabilities include all film and video formats including all film and 2", 1", U-matics, as well as more modern formats of HDCams, BetaCams, etc. In addition, DAMsmart houses a variety of audio conversion equipment and skills and offers a complete conversion transformation to digital format.

## NEW ZEALAND

**Silver Trak Digital – 3D Delta Ave, New Lynn, Auckland, 0600**

Opening our first New Zealand office in Auckland in February 2020, the target is to extend both Silver Trak Digital and DAMsmart service through the region.

With existing New Zealand clients supported by Silver Trak and DAMsmart services from Australia, our new Auckland office opens new opportunities and demonstrates our commitment to the local market through both the physical presence and local employment.

Seeing market growth in production from local and international content creators the decision to establish a New Zealand facility to support the growth was inevitable. The Silver Trak Digital high-end post-post technical services are well placed to benefit both production and post-production industries. Similarly our Aggregation/Content Prep and QC service blend nicely to facilitate the expanding OTT and Streaming services market.

On the other side of the market New Zealand holds substantial film and tape archives at risk of deterioration, remaining undigitized due largely to the substantial transport costs in moving physical formats to Australia. Bringing the DAMsmart quality conversion work local to the New Zealand market provides solid support for this critical work both locally and throughout the region.

Combining with our offices in Australia and Malaysia, the New Zealand office solidifies the Silver Trak/DAMsmart service and advances the technology presence in the Asia/Pac region.

## MALAYSIA

**DAMsmart/Silver Trak – 1A Jalan Tandang, 46050, PETALING JAYA**

The newest of the Silver Trak expansion our DAMsmart Malaysian office opened in July 2019 in response to the growing inquiry for a commercial digitisation facility and to service an expanding interest in online streaming services.

Asia has been a significant force in producing local and international content for many years and many countries hold substantial film and tape archives that are at risk of deterioration. DAMsmart's reputation for quality conversion work holds solid support throughout the region, but transport costs for moving physical formats to Australia was a continual barrier. Opening the Malaysian office is a positive step in bridging this barrier and a welcomed opportunity.

Additionally, the technology growth and consumer demand for entertainment streaming services like Netflix have opened opportunities for Silver Trak's unique competence and skills in the Aggregation and QC area.

The Malaysian office is our steppingstone to the Asian market and a significant foothold into the region, with support service coming via rapid internet transfer from our Australian offices; Malaysia will be the growth centre over the next five years.



# Silvertrak

## **SYDNEY**

10 Addison Rd, Marrickville, NSW  
Phone: +612 9007 5600  
[sales@silvertrak.com.au](mailto:sales@silvertrak.com.au)

## **MELBOURNE**

68 – 72 York St, South Melbourne, VIC  
Phone: +613 9674 0310  
[sales@silvertrak.com.au](mailto:sales@silvertrak.com.au)

## **CANBERRA**

DAMsmart – 32 Essington St, Mitchell, ACT  
Phone: +612 6242 6456  
[sales@silvertrak.com.au](mailto:sales@silvertrak.com.au)

## **MALAYSIA**

Suite 3.01, Block B, Bangunan Panglobal  
No. 1A Jalan Tandang, 46050, PETALING JAYA  
Phone: +603 2779 0546  
[sales@silvertrak.asia](mailto:sales@silvertrak.asia)

## **NEW ZEALAND**

3D Delta Avenue, New Lynn, Auckland  
Phone: +64 9 282 8262  
[sales@silvertrak.com.nz](mailto:sales@silvertrak.com.nz)

